



# News Release

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## **CALIFORNIA RELEASES NEW DATA AND ANTI-SMOKING ADS TARGETING DIVERSE POPULATIONS ADS BREAK NEW GROUND ON DANGERS OF DRIFTING SECONDHAND SMOKE IN APARTMENTS**

LOS ANGELES – California Department of Health Services Director Sandra Shewry today unveiled a comprehensive package of anti-tobacco advertising, including groundbreaking ads exposing the dangers of drifting secondhand smoke in multiunit housing. The state's new campaign is a combination of television, radio and print ads targeting Asian/Pacific Islander, Hispanic/Latino, African-American and general market audiences. The ads continue the state's long-standing messages on secondhand smoke, resources to quit smoking and exposing the tobacco industry's deceptive marketing practices.

Several new ads poignantly show that families who prohibit smoking in their own apartments are still at risk of exposure to toxic secondhand smoke that seeps from apartment to apartment through shared walls, ventilation systems, doors and windows.

"California has led the nation in public health protections in the workplace," Shewry said. "Our data show that problems remain in some Asian communities where people report being exposed to secondhand smoke in establishments such as bars and restaurants. These new ads will educate and empower people to protect themselves from toxic secondhand smoke where they live, work and play."

In addition to California's new ads, state health leaders also released new data confirming that California's anti-tobacco program has led to significant reductions in smoking across ethnic groups.

For men across all ethnic groups, smoking is decreasing. The new data show adult male smoking is highest among African-Americans at 21.3 percent, followed by whites at 17.2 percent, Hispanics at 16 percent and Asians at 14.9 percent.

Across all populations, the data indicate women smoke at lower levels than men. However, among the female populations studied, considerably more African-American and white women smoke (17.4 percent and 13.8, respectively) than Hispanic and Asian women (7.2 percent and 5.3 percent, respectively).

"The new ethnic smoking data show the state's anti-tobacco campaign is effectively educating Californians about the dangers of smoking and tobacco use," Shewry said.

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“However, while the overall trends show smoking declining, we must continue to reach out to California’s diverse communities to reduce the death and disease caused by tobacco use.”

Two additional studies about youth were also released. In a reversal of a downward trend, youth smoking in California increased in 2006. According to the biennial California Student Tobacco Survey, high school smoking increased from 13.2 percent in 2004 to 15.4 percent in 2006. In addition, smoking among middle school students nearly doubled from 3.9 percent in 2004 to 6.1 percent in 2006.

While the state’s increase in youth smoking is consistent with recent national trends, the percentage of California youth who smoke is still far below the national average.

“This unexpected increase in youth smoking shows parents, educators and the public health community that we cannot be complacent with past successes,” said Shewry.

In addition to increased youth smoking, the state released data from its 2006 Youth Tobacco Purchase Survey, showing that, while not statistically significant, illegal sales of tobacco to minors increased from 10.2 percent in 2005 to 13.2 percent in 2006.

California’s new ad campaign includes tobacco industry-counteracting ads, which have proven to be effective with youth, and ads to motivate and assist smokers to quit by promoting the California Smokers’ Helpline.

“There are still almost four million smokers in California,” Shewry said. “The California Smokers’ Helpline is an important free and confidential resource to help smokers in California quit.”

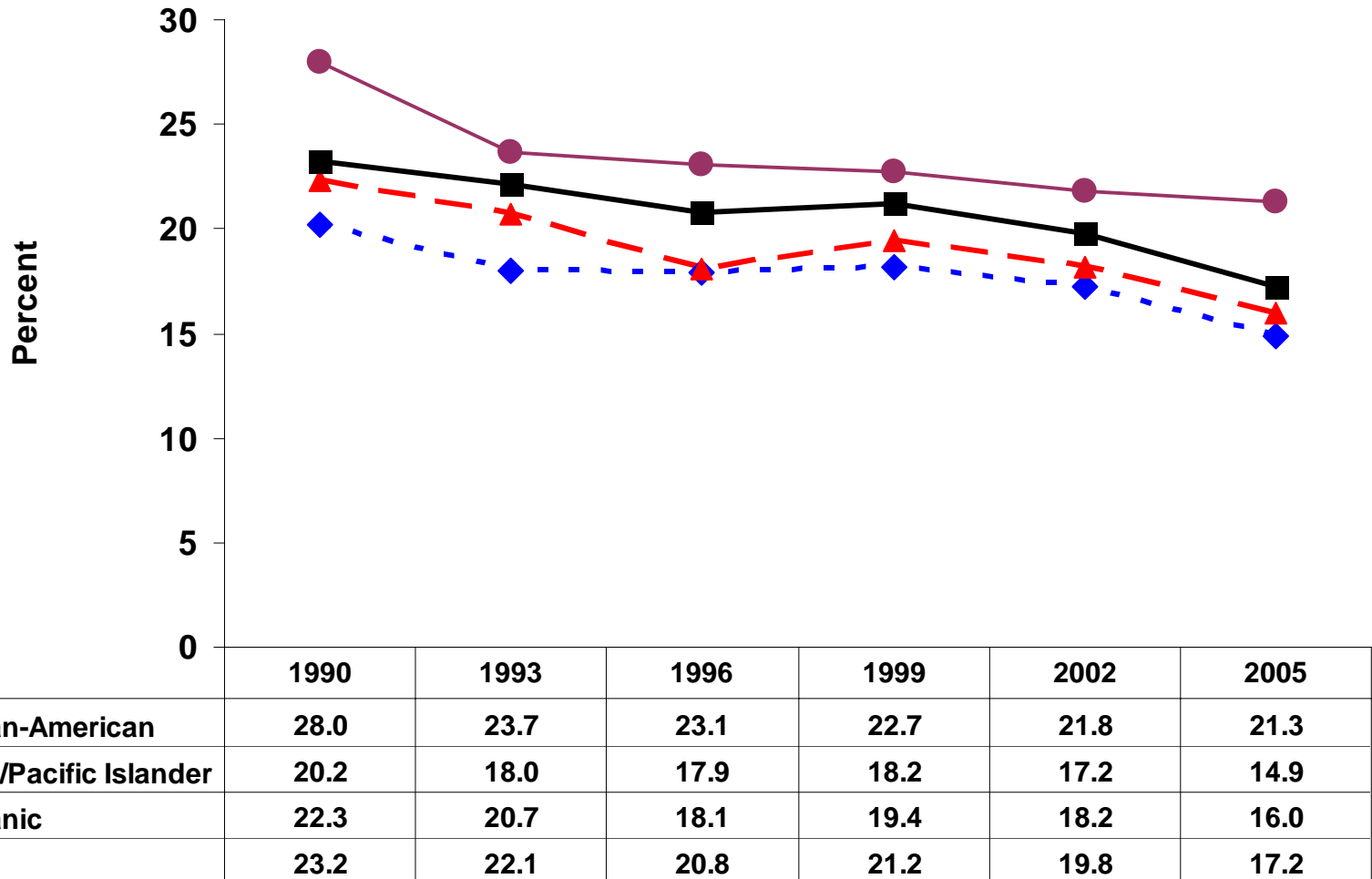
The Helpline provides free professional and confidential telephone counseling whether a person is currently addicted to tobacco, has already quit or wants information for a friend or relative. Assistance and information is available in a variety of languages, including English, Spanish, Mandarin, Cantonese, Vietnamese and Korean. Specialized counselors for teens, the hearing impaired and a specific Helpline for users of chew and smokeless tobacco products are also available.

California’s anti-tobacco media campaign is funded by Proposition 99, a voter-mandated tobacco tax established in 1988. The California Tobacco Control Program is the nation’s longest running and most comprehensive anti-tobacco program. More information about the campaign is available at [TobaccoFreeCA.com](http://TobaccoFreeCA.com). The California Smokers’ Helpline, 1-800-NO BUTTS, offers quitting information, advice and resources.

Charts illustrating the 2006 race/ethnic smoking and youth data are available for download at [www.dhs.ca.gov/tobacco/](http://www.dhs.ca.gov/tobacco/).



# Smoking Prevalence Among California Adult Males by Race/Ethnicity, 1990-2005

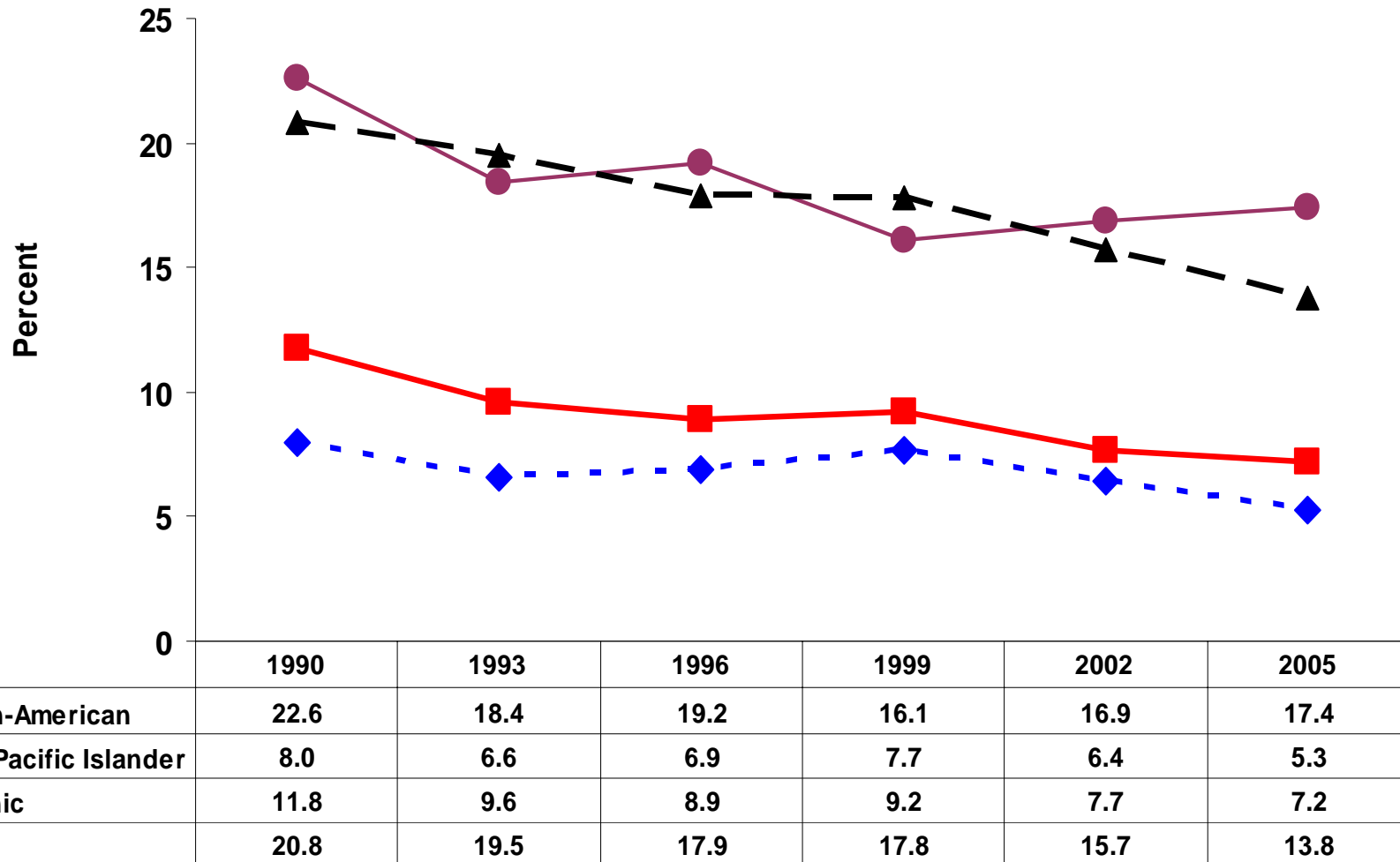


Source: California Tobacco Survey, 1990-2005, age-adjusted 2000 Census.

Prepared by: California Department of Health Services, Tobacco Control Section, 2006.



# Smoking Prevalence Among California Adult Females by Race/Ethnicity, 1990-2005

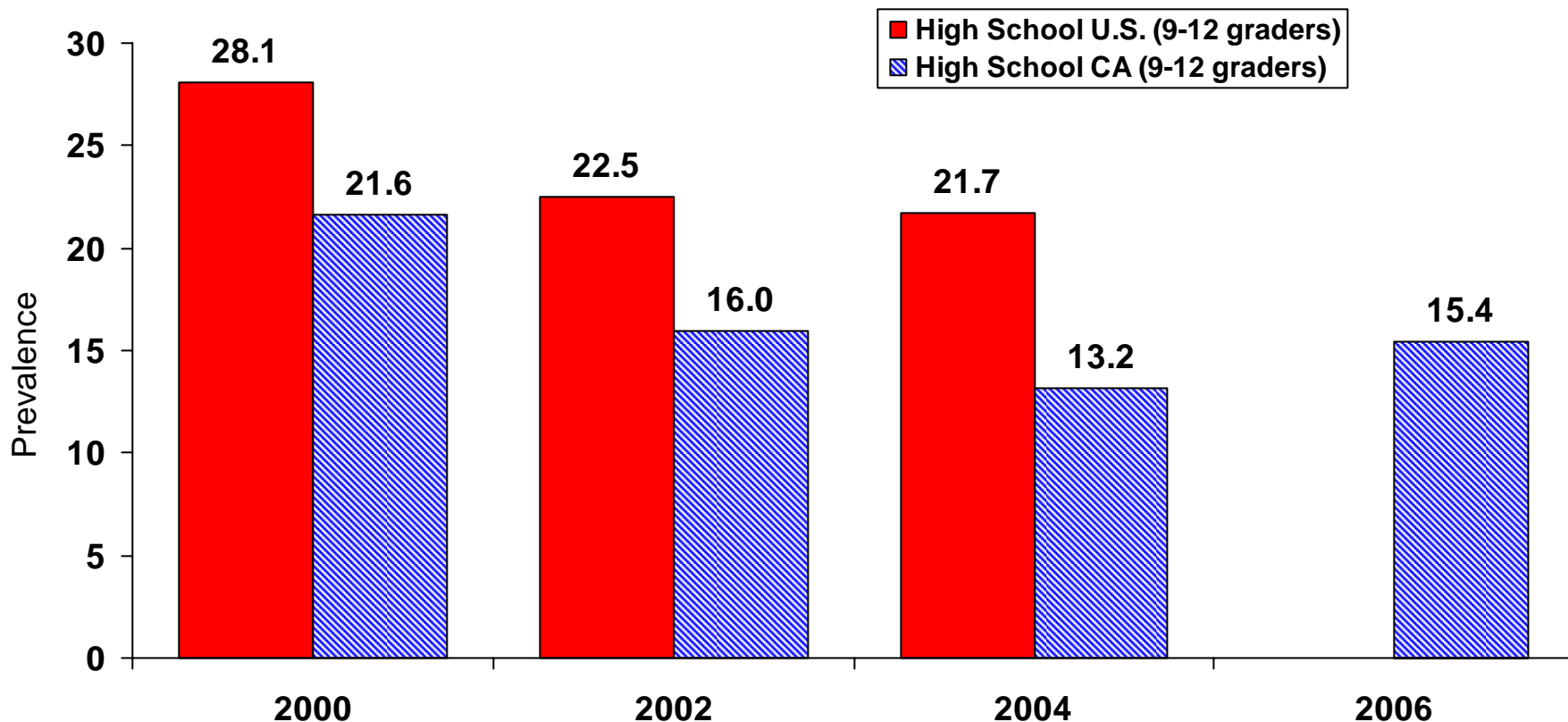


Source: California Tobacco Survey, 1990-2005, age-adjusted 2000 Census.

Prepared by: California Department of Health Services, Tobacco Control Section, 2006.



# 30-day Smoking Prevalence for California and U.S. High School (9th-12th grade) Students, 2000-2006

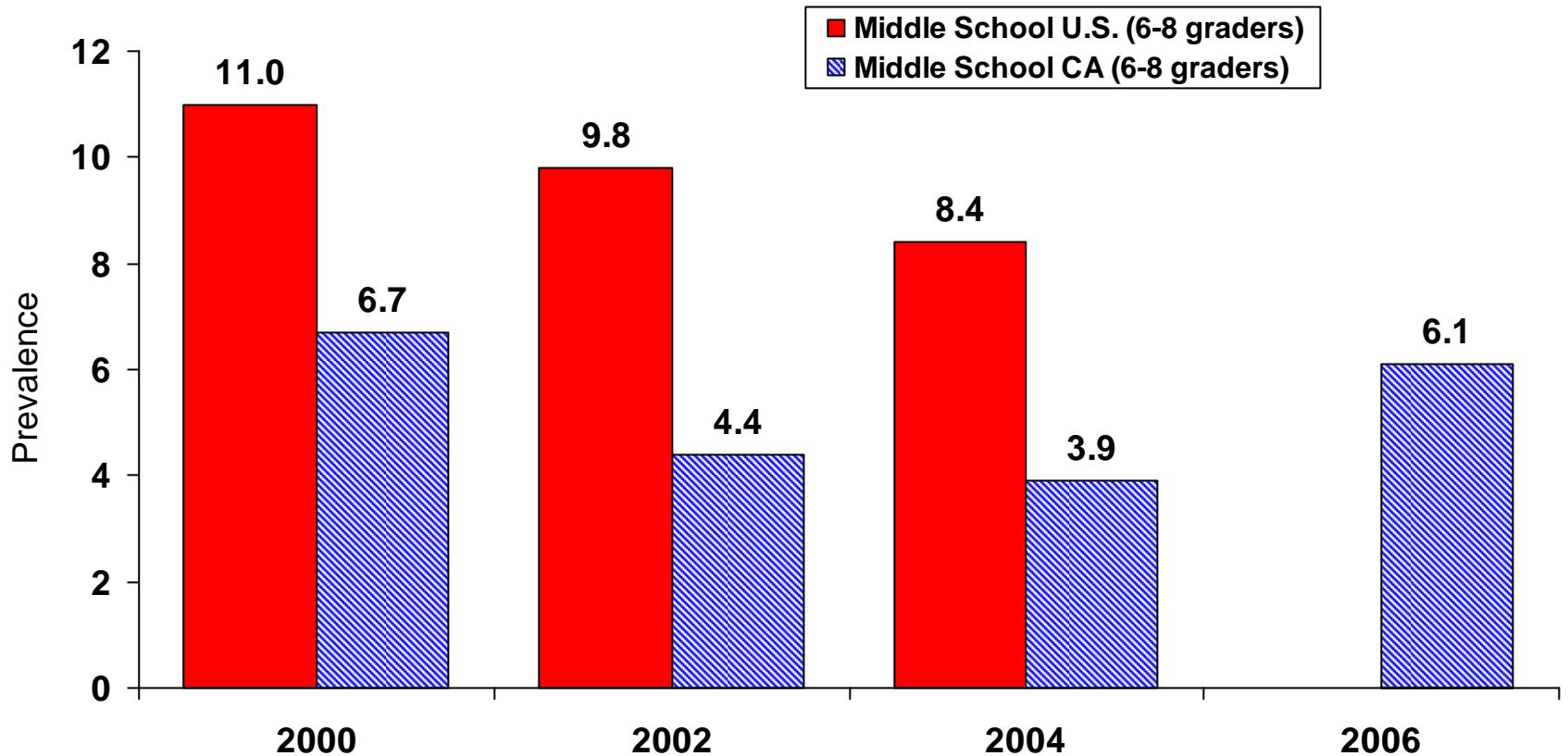


Source: The 2000 California data is from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, and 2006 data is from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006 used a mixed parental consent procedure. The U.S. data is from the NYTS collected by the American Legacy Foundation and the Centers for Disease Control and Prevention. Note that the 2006 U.S. data is currently unavailable.

Prepared by: California Department of Health Services, Tobacco Control Section, July 2006



# 30-day Smoking Prevalence for California and U.S. Middle School (6th-8th grade) Students, 2000-2006

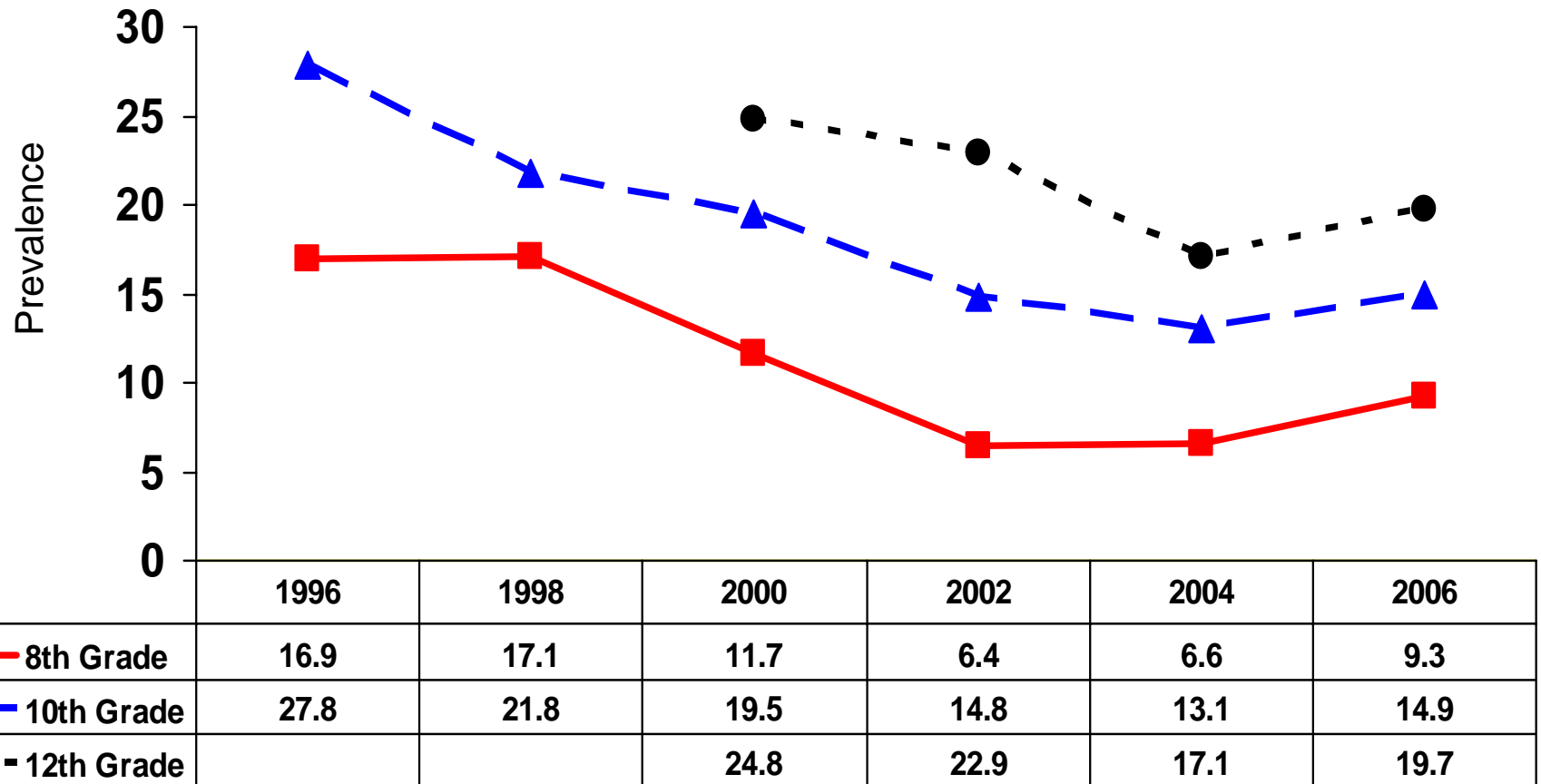


Source: The 2000 California data is from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, and 2006 data is from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006 used a mixed parental consent procedure. The U.S. data is from the NYTS collected by the American Legacy Foundation and the Centers for Disease Control and Prevention. Note that the 2006 U.S. data is currently unavailable.

Prepared by: California Department of Health Services, Tobacco Control Section, July 2006



# 30-day Smoking Prevalence Among 8th, 10th, and 12th Graders in California, 1996-2006

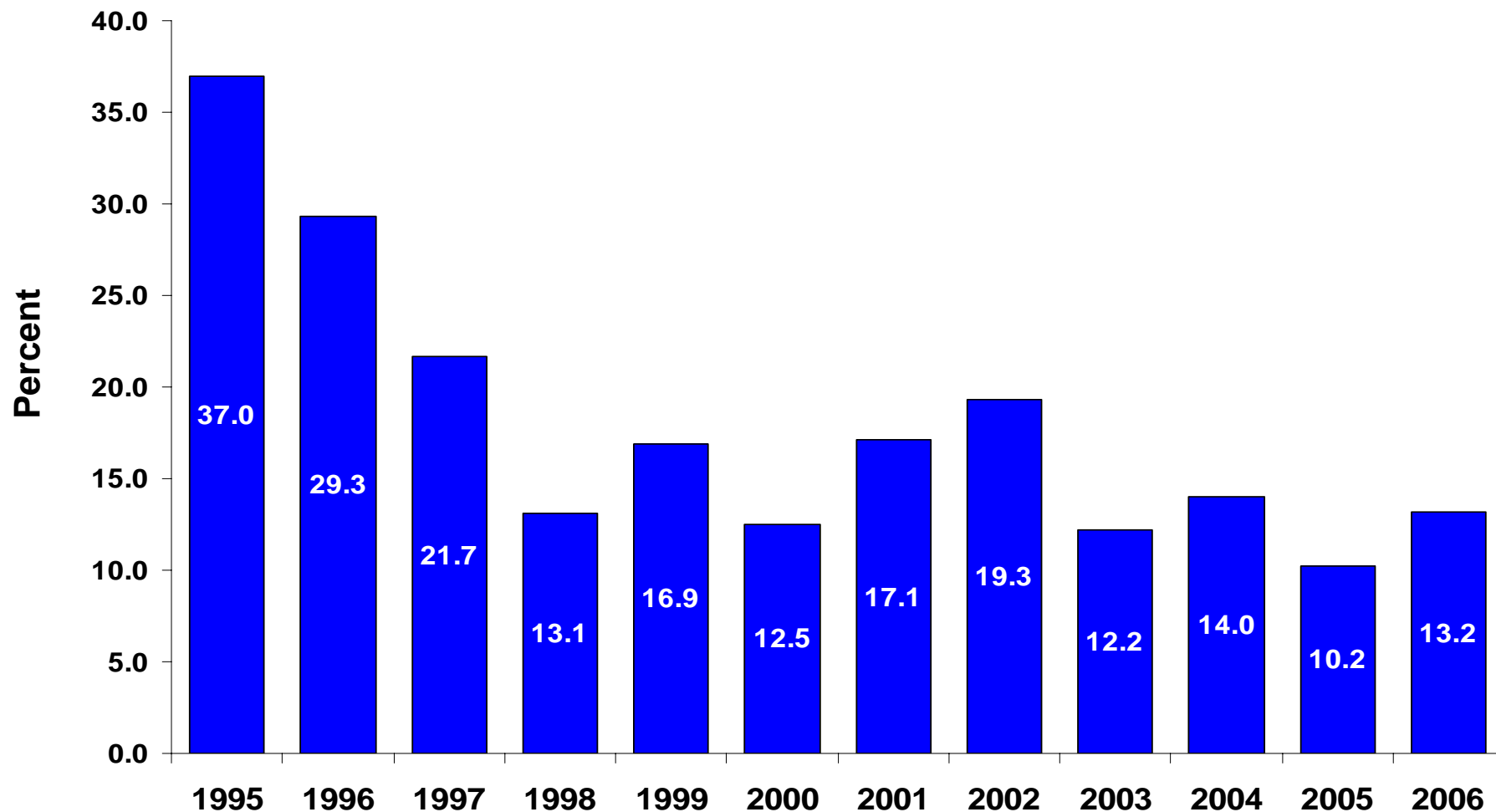


Source: The 2000 data is from the National Youth Tobacco Survey collected by the American Legacy Foundation, which used passive parental consent. The 2002, 2004, and 2006 data is from the California Student Tobacco Survey. The 2002 and 2004 data collection used active parental consent while the 2006 used a mixed parental consent procedure.

Prepared by: California Department of Health Services, Tobacco Control Section, July 2006



## Percent of Retailers Selling Tobacco to Youth, 1995-2006



Attempted buy protocol 1995-1996; Actual buy protocol 1997-2006.

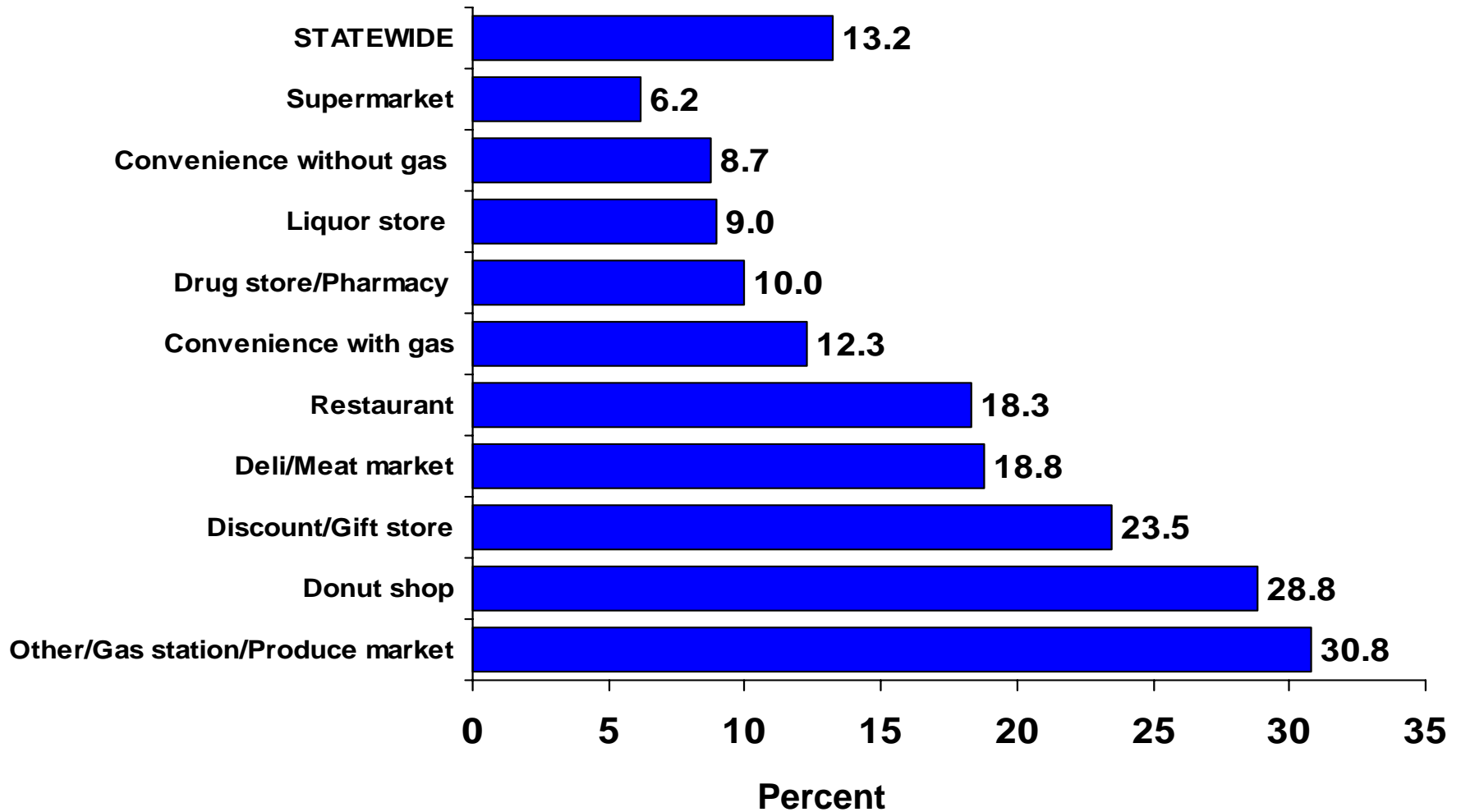
Source: Youth Tobacco Purchase Survey, 1995-2006.

Prepared by: California Department of Health Services, Tobacco Control Section, July 2006.





## Percent of Retailers Selling Tobacco to Youth by Store Type, 2006



Source: Youth Tobacco Purchase Survey, 2006.

Prepared by: California Department of Health Services, Tobacco Control Section, July 2006.